

HEALTH
in
MIXED FARMING
at
VIKING • ALBERTA



"BUTTERFLY KING"—The Greatest Sire of Dairy Shorthorns in Canada

COLLIER BROTHERS
VIKING • ALBERTA
CANADA

How to Get a Farm

DO YOU want to own a good farm at Viking, Alberta?
DO YOU wish to earn from \$2,000 to \$5,000 or more a year, besides keeping your family in comfort?

Land at Viking is still very cheap. We can place you upon select land at from \$20 to \$30 an acre. With the facilities for marketing and other conveniences at Viking you will find this land even at \$50 an acre more profitable to you than free land located many miles from the railroad. Where one or two crops will actually pay for your farm, the first cost is not so important as the possibilities for increase in value and profits.

We do more than provide you with good land. In co-operation with the Department of Agriculture of the Province of Alberta we are able to furnish you valuable information and instructions as to farming methods most suited to the conditions existing at Viking. These will be demonstrated on a model farm we are establishing within a mile of the town.

If you find it inconvenient to settle on your land at once, but desire to have it improved, we are prepared to make all necessary improvements to put your farm in working condition. These will be charged to you at exactly what they cost to make. Every detail of the improvement will be gone over carefully with you and the cost given before the work is started.

We have a large number of plans of very suitable houses and barns. You may select from these the buildings you desire and we will erect them. Lumber and other materials will be secured at wholesale prices and all work will be done under careful supervision. Or you may look after the work yourself. The cost of a house runs from \$400 to \$1,000; for a barn \$250 up, according to size and design.

As to other improvements, a good fence will cost complete about 25 cents a rod. A well will cost about \$1.00 per foot to bore and the depth varies from 25 to 100 feet. The cost of breaking new land in preparation for a crop will vary from \$3.50 to \$4.50 per acre.

We have a number of Ready-Made Farms of 160 acres or 320 acres, with from 40 to 100 acres ready to crop.

We are prepared in many ways to assist you in getting a good start on a farm at Viking.

TERMS OF PAYMENT

The usual terms of sale for the land itself are—one-tenth of the purchase price down when the contract is signed and the balance in nine equal annual payments with interest at 6 per cent.

LOW FARES TO VIKING

If you desire to come to Viking to inspect the land, select a farm, or move here. We have made special arrangements with the Grand Trunk Pacific Railway whereby you can secure a very low travelling rate. Notify us when you wish to come and we will send you the credentials, and full instructions.

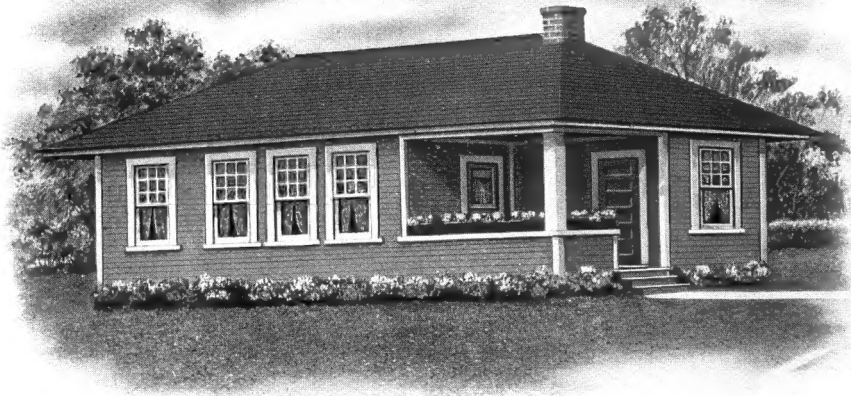
COLLIER BROTHERS, COLONIZATION AGENTS

W E A L T H

IN MIXED FARMING

A T

VIKING, ALBERTA



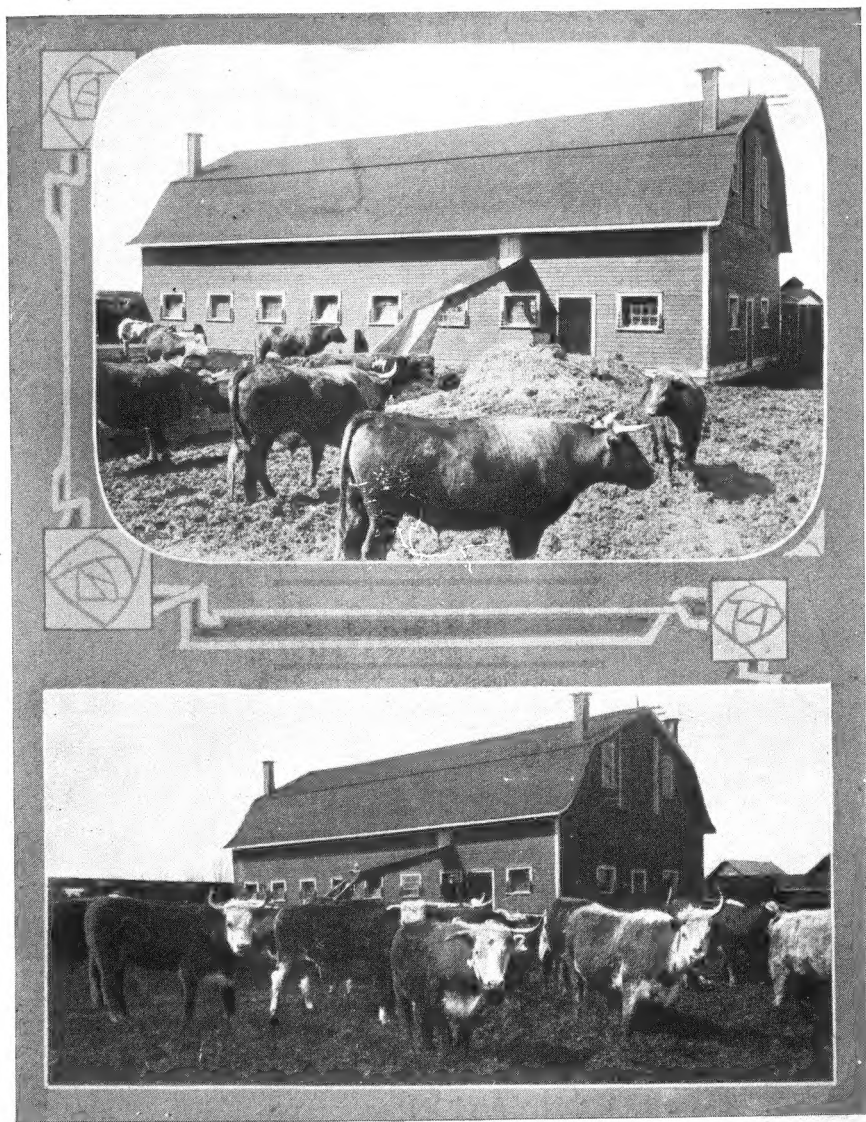
The Ideal Farm House as designed by the Department of Agriculture.
One of the plans available for Collier Ready-Made Farms

ISSUED BY

COLLIER BROTHERS

COLONIZATION AGENTS

VIKING, ALBERTA, CANADA



Conditions at Viking are ideal for Cattle

MIXED FARMING

IN THE

Viking District, Alberta

MIXED FARMING is the surest road to wealth. By a combination of grain-growing, stock-raising and dairying, the farmer is always on the safe side and able to reap best profits. Whether grain or meats be most in demand he is in a position to turn his products to greatest advantage.

For years to come following the great war all products of the farm will be in great demand and prices high.

In no place in America are conditions more ideal for Mixed Farming than in the fertile district surrounding and tributary to the town of Viking, Alberta.

Viking is situated eighty miles east of Edmonton on the main line of Canada's newest and finest railroad, the greatest transcontinental, the Grand Trunk Pacific. This places Viking in direct communication with the largest cities of the West and the best markets. The train service is of the highest class, the equipment being unsurpassed for luxury and comfort in dining cars, pullmans, observation coaches, etc.

The Viking District is well settled by a thrifty and highly intelligent class of farmers who have acquired much wealth from their farms during the brief period since the building of the railroad in 1909. Many of these farmers came with hardly a cent, but to-day are worth from \$30,000 to \$60,000. Yet the opportunities now for obtaining a good farm in this district and growing wealthy from it, are greater than they ever were. Why? Because all the pioneer work of settling a new district has been done; land is still very cheap; and every facility a farmer could wish for is close at hand.

Good land by itself might keep a man poor, while if near a thriving town it would make him wealthy in a few years. The facilities for buying and selling are most important, and careful consideration of those at Viking shows they will add many dollars to the actual value of the land in the vicinity.

CLIMATE

Alberta has one of the finest climates on the continent. The summers from seedtime to harvest are ideal in every respect; the long days bright with sunshine for hours, more every day than in other agricultural countries, and the cool nights with the absence of summer frosts, guarantee the greatest peace of mind and health of body to the farmer. Autumn is, if possible, more glorious than the summer, and when winter sets in with its bracing dry atmosphere and clear days there is everything to enjoy in the sports and pastimes of the season. The snowfall rarely exceeds ten or twelve inches during the entire winter, with seldom more than three or four inches on the ground at any one time, so that winter storms are of short duration when they do occur.

THE LAND

The contour of the land in the Viking District may be described as undulating prairie. Stone is extremely rare, there being no "stony land."

Here and there are clumps or "bluffs" of bush which serve as splendid windbreaks and shelter for stock. Fully 90% is arable land, free from bush or stone and ready for the plough.

Splendid water is obtainable everywhere in springs, small lakes or wells.

SOIL AND SUBSOIL

The soil throughout the Viking district is a rich deep black silty loam varying from one to three feet or more in thickness and contains a maximum of humus. The subsoil to a very great depth is a heavy clay of a granular nature ideal for moisture supply. This combination of soil and subsoil makes it the most fertile land in the world. The soil is exceedingly rich in nitrogen, potash, lime and phosphoric acid, the chemical properties most desirable in every way.

RAINFALL AND MOISTURE

Experience of the farmers in this district as well as scientific observers prove this particular soil formation conserves the abundant moisture due to the deep winter freezing, for use throughout the growing season, thus supplementing the rainfall. And from the Government Report the rainfall during the growing season averages about eleven inches, and is well distributed.

GRAIN GROWING

Wheat, oats, barley, rye, and flax are grown to perfection in the Viking district, the quality being of the highest. Without resorting to intensive farming 110 bushels of oats to the acre, and 50 bushels of wheat has often been secured. Most of the land is suitable for grain growing and can be worked by machinery if so desired. Vegetables and roots grow equally as well; also small fruits such as strawberries, raspberries, and red and white currants, gooseberries, etc.

STOCK RAISING

The rich soil of the Viking District produces in its natural state abundance of nutritious grasses. Fresh water abounds in wells, springs and small lakes. Here and there are to be found clumps or "bluffs" of bushes which provide excellent shelter. The snow in winter is never more than a few inches, and does not interfere with grazing. Stock-raising is thus very profitable as horses and cattle need NEVER BE BARNED.

GOOD ROADS

Throughout the whole Viking District good roads are being constructed and maintained.

COMMERCIAL FACILITIES

The Viking farmer finds a ready market for everything he produces. He can sell his grain for cash at any one of three large elevators, and obtain the highest prevailing prices. The stock yards are eager to purchase food animals of every kind and poultry. The Cooperative Creamery, one of the largest and most successful in Alberta, gives him cash for his cream. He has besides the large market of the big city of Edmonton close at hand.



Viking School

SCHOOLS AND CHURCHES

The educational facilities in the town and throughout the District are of the best. There is a good public school within easy walk of every farm. Part of the high school work is taught in the town as well. A school in which special courses and lectures on farming are given is held at Viking from time to time. Several Agricultural Schools and Demonstration Farms are established at convenient places in Alberta at which both boys and girls can obtain a thorough education in Agriculture and Household Science FREE OF ANY TUITION. There are churches of all the principal denominations.

RURAL TELEPHONES

A system of government telephones covers the entire Viking District and has proven of untold value to the farmer. Not only do they add to his comfort, but they keep him in touch with market prices and otherwise facilitate the business of farming. A farmer can get service for \$15.00 per year.

RURAL MAIL DELIVERY

The Government has established rural mail routes whereby the farmers can have their mail delivered within a short distance of their doors.

FRATERNAL SOCIETIES

Various lodges, Masonic, Orange, Oddfellows, etc., afford those fraternal associations to members which means so much to the man himself. Musical and other forms of entertainment are frequent and amply demonstrate the culture and talents of the people.

SPORTS AND PASTIMES

The sporting features are of the most varied character. Baseball, football, tennis, and basketball are all fully organized and keen contests are of daily occurrence. Lake Thomas makes an ideal summer resort with bathing and camping facilities, motor boats, sailing boats and small boats. The glorious winter of moderate cold with but little snowfall, makes hockey a popular sport and skating a delightful recreation. A curling rink affords the pleasures of that "bonnie game" to its many devotees. Within forty miles of Viking is located the great national Government Buffalo Park. Over fifteen hundred of these wonderful animals here afford to visitors unending delight.

NATURAL GAS

There is at Viking one of the largest natural gas wells on the continent, giving a flow of 9,000,000 cubic feet a day. This places untold possibilities before the town and district for manufacturing and industries, with the natural result of much higher prices for land in a few years. The use of the gas in the homes of both citizens and farmers insures for the future comfort and conveniences of wide extent.

VIKING TOWN

Viking has at present three big general stores, two hardware stores, tinsmith, two blacksmiths, harness and trunk, furniture, undertaker, drug store, doctor, dentist, bakery, confectioner, two restaurants, a three-storey \$40,000 hotel, two livery and feed stables, fire-hall, lawyer, bank, five implement dealers, two lumber yards, auto garage, flour and feed mill, book store, weekly paper (Viking News), laundry, four churches, co-operative creamery, three elevators (capacity 115,000 bushels), meat store, abattoir packing plant, stockyards, barber, veterinary surgeon, and the North West Mounted Police Depot.



Ploughing by Tractor at Viking, Alberta. 14 Share Plough

Successful Viking Farmers

TO SHOW how successful Mixed Farming has proven in the Viking district, we give here a short history of a score or more farmers, who within from four to ten years have grown wealthy from their farms, and to-day are in possession of incomes of from \$2,000 to \$5,000 a year.

PROFITS, \$4,000 A YEAR

William Taylor arrived at Viking in the spring of 1911 from Cumberland, North-of-England. "My father," said he, "had leased a small farm for some thirty years in England, but I wanted to own one for myself, so with my large family I came to Viking four years ago. Over there we had to pay a rental of from

\$5.00 to even \$30.00 an acre each year. There was little profit left you may be sure. I brought about \$5,000 in all with me, but in the four years I have increased that to well over \$20,000." This shows that Mr. Taylor has made net profits of over \$4,000 a year for the time he has been here, besides the living of his large family.

He advocates the use of oxen for breaking new land. "With four oxen and a 16-inch sulky plough you can break two and one-half acres a day," says he. "I did it on an average. The oxen are better than horses or machine as their slower motion gives the man time to properly adjust the plough if it meets with an obstruction. Then their cost is so much less, and after you use them for three or four years, you can sell them for beef for almost as much as you paid in the first place. They are ideal for the man just beginning, who has but little capital. Oxen will live and work hard just on grass food, whereas the horse requires grain constantly when at heavy work. For other farm work though the horse is invaluable and the ox cannot replace him. No, I never stabled my horses during the winter, none except the four doing the farm work. All the others are left out all winter to rustle for themselves, until about three weeks before I need them for the extra work of spring. Then I bring in those we want and give them extra feed. Thus, the cost of raising and keeping of horses here is very small. I claim that if a man can make a living on a farm anywhere he can make a much better living here at Viking."

GREAT SUCCESS IN LIVE STOCK

Nels Hagenson same to Viking twelve years ago from South Dakota with a few head of cattle only. He built himself a shack of sods, supported by poles meeting at the top in the form of a tent. Though it was late in June, he broke ten acres the first year, disced it well, and seeded to oats, which yielded a big crop of green feed for his cattle. From this humble beginning he has risen to the ownership of 960 acres, with 230 broken, and stocked with 120 cattle (Durham sired), 50 head of horses, besides hogs, poultry, etc.

In grain growing he states that he has had excellent success obtaining on an average with oats, about 65 bushels to the acre; barley, 45 to 50, and with fall rye he took 740 bushels from 20 acres. His wealth to-day conservatively estimated, shows that for over ten years he has made a net profit from farm operations of over \$5,000 a year. Such a salary in addition to the living off the farm is surely a princely one.

AT VIKING FARMERS GROW FROM POVERTY TO WEALTH

W. J. Collisson W. J. Collisson came here in the fall of 1902 from near London, Ontario. He own sat present over 1000 acres of land and has attained a position of great wealth. He says of his fellow-farmers: "I have seen practically every man here grow from poverty to wealth. Of course the man with a little capital and experience has made greater progress than the fellow without either. I know two men who came to Viking with but little capital twelve years ago, and are now worth well over \$50,000 each."



A Jersey Herd, and Big Profits

HIS COWS WORK FOR THE CREAMERY

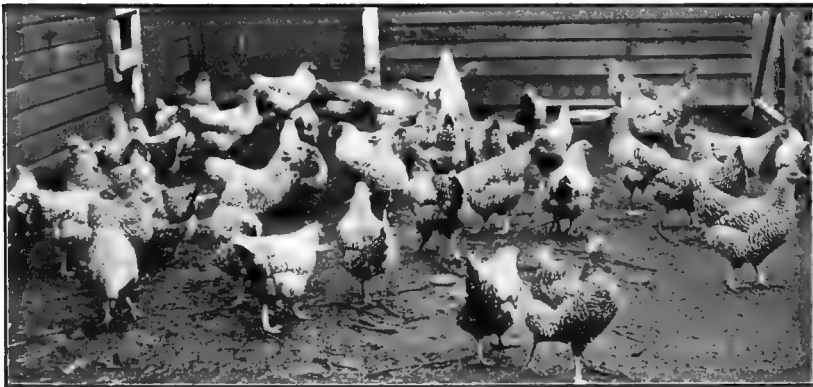
Andrew Rolland Andrew Rolland left his native land, Sweden, for the United States, going direct to Minnesota, twenty-five years ago. Three years there led him to Wisconsin and then to the far-famed North Dakota, where he secured a homestead and labored for seven years. He learned of Viking and its possibilities, and in the fall of 1904 came here. His labors up till then had resulted in \$500, 7 head of horses and 5 cattle. To-day he owns 320 acres of land, 60 head of select cattle, and 20 head of the finest thoroughbred horses in the country, all Percherons. Besides he has a bank account that would enable him to take several trips around the world if he cared to.

"The men I left in Dakota, who were fairly well off then, have not advanced any. Had they come here when I did, they would be very wealthy now. This is the best place I have tried or have yet found for Mixed Farming. The climate is good and success is sure to the man who will work, and use his head and his hands at the same time."

With a three-quarter Percheron mare and a full-blooded stallion he has built up his present stock of horses, selling them often for \$300 each.

His cows work for the creamery, of which he is vice-president. "The creamery is the corner store of success of the farmers in this locality," he declared. "Before it was started farmers could not sell their butter for cash and received a credit of only 15 cents a pound in trade at the stores. The creamery has not only obtained the high prices of 37 to 40 cents for its butter, but it has helped the home-made product to get up to 30 cents in trade at the stores."

Mr. Rolland bought a quarter section some three years ago to add to his original homestead. In two crops of wheat and oats on this farm he made a profit that not only paid every expense of seed and labor, but returned him the whole cost of the land. In 1914 he made a net profit of over \$3,000 from his farm.



Poultry Pays Well at Viking

WEALTH FROM CHICKENS AND COWS

G. Bjorkman G. Bjorkman homesteaded at Viking eight years ago. He had twelve chickens to start with. Having a brave heart he brought a good wife to his shack shortly afterwards. There was no cash; all their capital consisted in willing hands. He secured two cows about the time the Co-operative Creamery started at Viking and sent the cream there. This meant cash, and with the cash more cows, until he had ten or twelve milking. For six year he never broke an acre of land going in exclusively for dairying and hens. Barred Rocks and White Leghorns were the two breeds he selected, and in due time had from 200 to 400 fine fowl. Thus, with the hens and the cows, and without an acre in grain, he developed a cash business which meant to him for February alone, \$84.00 for eggs, and \$40.00 in cream cheques. Besides his cows and his hens he now has eight horses, and is fast moving along Easy Street.

"HORSES COST NOTHING TO RAISE"

Walter J. Jones was a railroad engineer on the Illinois Central. He spent thirteen years in the cab of the locomotive, earning the best salary possible for the highest grade of engineers. But he was too ambitious to be content with simply a living. His father, after thirty years of railroad work, had dropped the engine lever for the plough, and Walter decided to do likewise. On leaving his engine Walter struck for Western Canada, the Land of Promise. As he says himself: "To see was sufficient. There was nothing to equal it back in the States. I had but a little money, enough to leave my wife, at home, only \$45.00, while I came here nine years ago, with a Jersey cow, and bought four steers for \$125.00 and two set of ox harness for \$14.00. I then bought four heifer calves, and they with my Jersey were the foundation of my present herd of 130 cattle. It was a hard struggle then because there were no railroads or other facilities here. Why, a man buying land at Viking now at \$25.00 an acre gets his property far cheaper and will make money faster than we who obtained our farms by homesteading. On a visit to my old home a few years ago I told my former comrades of the road, 'If you will come to Viking, with but enough to buy you a yoke of oxen and four cows, and work half as hard for yourselves as you have to do now for the company, you will have more Christmas Time than you get with your \$160 per month.'

"I believe in keeping good stock. I have had a registered Durham bull for four years and now have an Aberdeen Angus, one year old, paying \$125 for him. I sold five cows for \$70 each, recently. We do not feed cattle two months in the whole year, while down in Illinois, with land worth \$200 an acre, they have to feed for ten months.

"And look at the money in horses. They cost nothing to raise here. I have a 3-year-old mare, fat as butter, which has never cost me a cent outside the service fee. She has never been stabled. All my horses pasture the year round. The snowfall here is very light, not more than 15 inches for the whole winter, and there is seldom more than 4 or 5 inches on the ground at any time. The horses paw away the little snow there is and find plenty of grass for themselves, while the cattle go along with them and often enjoy the fruits of their labor.

"Now is the time to go in for hogs, when everybody is selling on account of the high price of grain. There will be big money in hogs in a year or two. I have the Duroc Jersey red breed.

"Grain? I never sold a bushel of grain. I feed it instead.

"The Co-operative Creamery here is a big asset to the farmer, for with a few dairy cows he receives cash right along. There may be labor in milking, but it certainly pays. Even the calves fed on the separator milk, with the addition of a little oil-meal do not shrink in weight like those following the mother when taken away from her."

To-day Walter Jones after nine years of pleasant work—much pleasanter than railroad engineering—could retire and live in the lap of luxury if he so chooses.



At Viking Dairying makes Wealth
The Creamery takes the Cream; the Calves fatten on the Skim Milk

" CONDITIONS AT VIKING ARE IDEAL FOR CATTLE "

J. J. Skalitzky J. J. Skalitzky, manager of the Viking Co-operative Creamery explains the reasons for his phenomenal success. Every year since he came from Ontario in 1905 he has won a Government silver medal, and for two years in succession, won the gold medal and silver trophy.

"The conditions at Viking are ideal for cattle, and the dairy industry," said he. "This prairie grass cannot be beat for putting the cows in prime condition. They fatten like deer on it. And the water is good. You will find the temperature of the average well here from 38 to 40 degrees the year round. This enables the farmer to construct a simple refrigerator for his cream that cannot be excelled for simplicity and cheapness. A barrel or tank is placed beside the well and all the water for the stock is caused to pass through this first. In this tank the can of cream is placed promptly after separation, and will thus remain sweet and pure five times as long as otherwise.

"Is it profitable to patronize the Creamery? Why a common 'range cow' around the straw-stack will bring a cash return for cream of over \$30 in a season. Feed the same cow and she will do three times that. Mr. Helfrich, with but 12 cows received \$700 cash last year for the cream alone. A little hay and bran made the difference. Then remember that all the skim-milk remains at home for the calves and pigs."

"All the dining cars of the Grand Trunk Pacific are supplied with Viking Creamery butter, exclusively. Hon. Duncan Marshall's own table always demanded this superquality. Viking evidently makes the best."

FARMING WITHOUT PLOUGHING

S. C. Helfrich S. C. Helfrich owns Holland as his birthplace. He purchased a section in the Viking district a few years ago. He has never broken an acre of the 640 but he knows how to love a cow until the animal responds with the milk. Three years ago he secured ten milch cows, and immediately patronized the Co-operative Creamery. With the cash received he bought more cows and now has some 65, with many of them "on salary" at the creamery, bringing in the cash every two weeks. He has put over \$8,000 in the form of improvements and in stock on his section, and all made by milking the cows and selling the males. Such success without tilling a single acre, proves the possibilities of farming without ploughing.

50 BUSHELS OF WHEAT TO THE ACRE

O. B. Benson O. B. Benson came to Viking from Minnesota ten years ago. He had helped his father there besides working out. His start at Viking consisted in some old machinery, 2 cows and 3 horses. He owns now 160 acres, 13 horses, 25 cattle, 100 chickens, hogs, etc. He said, "This country is good enough for me. There is more money in Mixed Farming by far than in grain growing, though I have sown 75 acres to wheat and oats this spring. Last year I harvested 50 bushels of wheat to the acre on one field of ten acres, while in oats I have had as high an average as 70 bushels."

" MIXED FARMING IS THE SAFEST AND SUREST WAY TO SUCCESS "

John E. Kringen is one of the most influential and highly respected men of the Viking district. He is President of the Viking Co-operative Creamery. For eleven years he farmed in South Dakota, but hearing of the wonderful soil and climate of Central Alberta came to inspect it in 1902. He came again in February, 1903, bringing a neighbor with him in order to see what the winter was like. He was so delighted that his report to a number of Dakota farmers meant that over twenty of them with fifteen carloads of effects, headed for Viking that summer. Mr. Kringen has made a big success and now owns 640 acres, which he would not sell for \$40 per acre. He has 200 acres in cultivation, with 30 horses and 40 head of cattle. He says: "I have been all over Western Canada and the States, and I know no place where I could wish to go in preference to Viking. There is not a man I know, with a contented disposition, who has not made a big success here.

"Mixed farming is the safest and surest way to success. You cannot lose all round in this as is possible with the farmer growing grain alone. The stock are always ready to eat the grain if touched by frost and turn it into dollars."

Mr. Kringen, with two of his neighbors, own a complete threshing outfit. He imported direct from France a magnificent specimen of thoroughbred Percheron stallion for his own stock and the benefit of the district.

Regarding some 6,000 acres of land owned by the Collier Bros., Mr. Kringen remarked to a friend, "They have somehow got hold of the choicest and best land in the whole district. I know every foot of it, and have long desired to own that section 9 in township 48. There is nothing to compare with it for miles around."

OATS, 95 BUSHELS TO THE ACRE

For twenty-three years Fred Thoresen farmed in the United States, the latter twelve of which in the state of Minnesota. He will tell you: "I came to Viking eight years ago with \$200, three cows and a large family. You can succeed better here than anywhere I know of. I have had splendid success with oats, getting as high as 95 bushels to the acre, and in fact the lowest I ever had was 65 bushels.

"The exceptional facilities offered to us farmers by the Viking Co-operative Creamery has led me to make a specialty of dairying. There is more money in it than any other line. The Creamery secures far better prices than we can individually. Right now it is selling butter wholesale at 39 cents per pound, while the best dairy butter from the farm will not bring 30 cents in cash. We get our cheque every two weeks the year through, and this means that each cow is on salary, bringing fine wages home."

Back in 1912 Mr. Thoresen made this signed statement for the Viking Board of Trade: "For the cream from five cows during February, 1912, I received from the Viking Creamery \$70 in cash, and for March \$73.25, in addition to which a large family was supplied with cream and butter. I also sold hogs to the value of \$273, which were fed until fattening time entirely on skim milk, also raised five good calves." He says of this statement, "I have since received twenty-eight enquiries from people at a distance asking for verification of this seemingly big result. But I can prove it by my records."

He further says: "I now own 160 acres with 35 cattle, 7 horses, besides hogs and chickens, all paid for and a cash balance on the right side. The land at Viking is cheap at the prices now asked."



A fine flock of Ducks

SOLD \$9,000 OF GRAIN IN TWO YEARS

John G. Lefsrud and other facilities, moved from the Peace River district to Viking, six years ago. He has been very successful and now owns a farm of 640 acres. "In the last two years," says he, "I have sold over \$9,000 of grain alone from my farm. I have never had a crop failure, and I have been here through all the dry years. I have never had hail. I have just shipped two carloads of wheat and received \$2,900 cash for it. I have half the section broken, and will this year seed about 100 acres of this to wheat and 100 to oats. My wheat yields about 35 bushels to the acre and oats from 60 to 70. I could raise 100 bushels of oats to the acre on this kind of soil if I took a little more care."

Mr. Lefsrud owns at present 75 cattle, 17 horses, 20 hogs and a large number of chickens. He usually sells from \$500 to \$600 of cattle yearly from his herd.

ABBATOIR AND STOCK YARDS**A. Streit and
Max Stenger**

A. Streit came from Krupp, State of Washington, in 1910, and after careful investigation of the West, chose Viking for his home. He is a farmer, live-stock man and a butcher combined. On his farm of 160 acres, which lies adjacent to the G.T.P. tracks just south of the town, he places food animals of all kinds and brings them to a state of perfection before killing. His stock yards buys cattle, hogs and poultry every day and pays in cash the highest prevailing prices. Such an unexcelled constant market, proves very advantageous to the farmers of the district and they fully appreciate it. Associated with Mr. Streit is Mr. Max Stenger, who has ably contributed to the great success of their business, and as President of the Board of Trade, is one of Viking's most influential and respected citizens.

Their abbatoir supplies fresh meats to the most exclusive trade, including the dining cars of the Grand Trunk Pacific. This department is unique and explains why Viking is supplied with the finest fresh meats possible. They kill only the most select from the large number of animals they buy, shipping out the others. Never is a beef slaughtered just on entering the yards, as in the usual abbatoir after miles of marching. Instead it is placed on the farm and fed carefully for days or perhaps weeks and then turned into the meat which has made Viking famous in all the towns from Winnipeg to Edmonton.

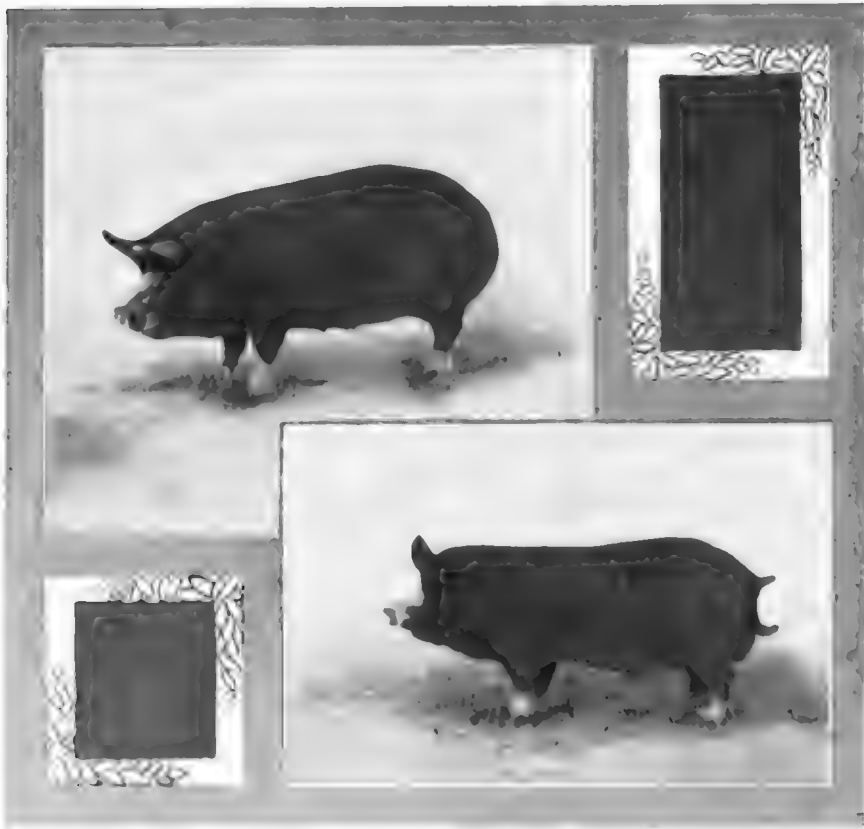
Mr. Streit has made a big success here with his combined farm, live-stock yards, and abbatoir, and does a business of over \$100,000 a year. He recommends Mixed Farming, because he knows the value to the farmers of the thousands of dollars paid them for their stock.

IT PAYS TO MANUFACTURE GRAIN INTO MEAT**Steve, Ernest,
Thomas and
Sam Swift**

There are four brothers at Viking, who own and work separate farms. They have attained a national reputation through their exhibitions of live stock and grain at all the large fairs throughout the United States and Canada. They are Steve, Ernest, Thomas and Sam Swift. "We specialize in the breeding of thoroughbred Berkshire and Yorkshire hogs, and Shorthorn cattle," said Mr. Steve C. Swift. "We usually show about 40 hogs and 12 head of cattle at the various fairs meeting the strongest possible competition. For many years we have won the highest obtainable prizes. In 1914 our cash prizes alone amounted to over \$1,200. At the 1915 Spring Show at Edmonton, I won the Berkshire championship and fifteen prizes, five of these being "firsts," while Sam took the Shorthorn Bull championship. We find a ready market for all the calves we care to sell at an average price of \$150. Yet these thoroughbred cattle are never 'barned.' We turn all but the bull out to rustle for themselves all winter and the horses do the same. We advocate turning the grain into live stock before it is sold. You can always get upwards of a dollar a bushel by that means and it pays to let the animals manufacture it into meat."

Ernest E. Swift for three years in succession, 1911-12-13, won the Garton 125-dollar Silver Trophy for the best five bushels of oats in Alberta, while Tom Swift took second in the same competition in 1914. Tom also took second prize for Alberta in 1914 for two-rowed Brewer Barley. In 1913 Ernest Swift won \$100 in gold in "Best Yield Per Acre" competition for oats, open to the world. At this same exhibition Hill & Sons, of Lloydminster, competed with the same oats on which they won the \$1,500-Silver Trophy at Colorado, and the Viking oats beat them.

The above shows how the Viking district excels in Mixed Farming.



Hogs are Money-makers at Viking

7,000 BUSHELS OF OATS FROM 70 ACRES

Eleven years ago Thomas T. Berg came to Viking from South Dakota. "I did not have five cents in cash. I got dead broke twenty miles up the line and borrowed \$15 from a friend to come on with. I had some old machinery, four horses, and six cattle to start with. I had a big family and the prospects were not very good, but the cows helped me through. To-day I own 320 acres, and I rent a full section besides. I have some 70 head of cattle and 11 horses. Last year I had 150 hogs, but at present I have only 20. Hens do well here, and I have never had the slightest trouble with disease of any kind among them. I have now 300, mostly white leghorns."

"In grain raising, I may say that I harvested nearly 7,000 bushels of oats from 70 acres in 1913, averaging practically 100 bushels to the acre. In wheat I usually get about 45 bushels to the acre."

"I have been over most of the western part of Canada and the States, but there is no place to equal Viking for Mixed Farming. There is so much hay and pasturage here that it costs actually nothing to raise cattle. The occasional deposit of salt and sodium sulphate in rare spots proves a great boon for the animals as they delight to lick it and it keeps them in fine condition. The Co-operative Creamery I have found a big help to me. It supplies me with cash regularly every two weeks. I have the skim milk at home for the calves and the pigs."

When Mr. Berg was asked as to the value of his land, he said, "I would not take \$50 per acre for my farm and at the same time you would have to add \$4,000 for the cost of my buildings. I know what the land will produce and it is worth far more than that to me. I have been all about Killam, Alberta, where you cannot buy an acre of raw land for less than from \$25 to \$40, but they have not got there any land that will compare with Viking."

FARMING BY MACHINERY

H. S. Jensen says: "I came to Viking eleven years ago, without a cent. I now own one and a half sections of land. I have both a gasoline and steam ploughing outfit, which I use on my own work and also to help my neighbors. Some people would say I have done very well considering the time. What am I worth? Oh, if someone would give me \$30,000 I might walk off."

LAND AT \$30 PER ACRE PAID FOR FROM ONE CROP

A. V. White purchased 160 acres at \$27.50 and the adjoining 160 acres at \$30.00 per acre. Mr. White was comparatively well-to-do and was able to pay cash for practically everything right from the start. His first experience with oats in this country is interesting, as he secured a crop of 80 bushels to the acre the very first season. Last year he made an average of 30 bushels of wheat.

"I like it so well," he remarked cheerfully, "that you could not get me to go back for anything. From just one crop last year on a portion of the land, I made sufficient returns to pay the full purchase price of \$30.00 per acre. The year before that I made \$25.00 per acre."

This shows that 30-dollar land at Viking if properly handled will actually return one hundred per cent. per year, even to the new man in the country.

VIKING BEST PLACE FOR THE NEW FARMER

A. McGuire

"I was born in Minnesota, went to Washington for six years, and came to Viking ten years ago. Viking has the Western States all beat for the new man. The opportunities are here. Back there you just follow in the ruts of the old man. I say MIXED FARMING by all means, for then you have more than one tail to your kite—if one drops off you have another."

Mr. McGuire has made a big success, but claims that "The land here is just as good as it was and the opportunities are much better now, then why cannot a new man to-day do even better if he will but work and think a little. He may have to pay a little more for his land, than I did, but look what he saves in labor such as I had, hauling say all the lumber for those buildings eighty miles. He is far better off to-day in every way."

He rather sarcastically remarked, "Oh yes, I was rich when I came. I had 6 horses, a brood sow, 2 heifers, a wagon, a democrat and \$900. That was my start here. To-day I own 480 acres, all paid for, and another 160 acres nearly paid for; 75 cattle, 15 horses, 30 hogs and 100 good laying hens."

Mr. McGuire has a fine garden, row after row of gooseberries, currants, and other fruits, with white and pink lilac bushes in abundance. "The small fruits bear exceedingly well here, and add much to the joy of living," he remarked. All around the enclosure for the buildings and garden, he planted some years ago several rows of trees—Box Elder or Manitoba Maple. To-day they are beautiful trees and serve as well for a wind-break.

"I raise grain to sell, and last year after nine successive crops from that field of 91 acres, harvested 5,000 bushels of oats. I had 1,800 bushels of wheat last year, Preston variety, but I am going in for Marquis this year," concluded Mr. McGuire.



Cattle "Manufacture" grass into dollars

"ONE CROP FROM 110 ACRES PAID FOR THE ENTIRE FARM"**John Klontz**

John Klontz came from Minnesota in the spring of 1911. He was a well-to-do farmer there and brought with him some nine horses, a full set of farm implements, household furniture, etc. He bought one-quarter section for \$2,000 and the adjoining one for \$1,500.

"The second crop from but 110 acres actually brought me enough to more than pay for the entire farm" said Mr. Klontz, "while the live stock more than paid for all expenses." He knows how to farm. "You cannot work the land too much," he said as he sat upon his sulky behind a six-horse outfit drawing a set of drags covering 30 feet at a sweep. "I have harrowed this 212 acres five times." The field was like a lawn and each year shows results in big crops.

"My oats usually average from 70 to 75 bushels. I figure that each acre should give a cash return of from \$15 to \$18 per year. Some will go even \$25. And of course it would be foolish to sell for even \$50 per acre.

PRIZE-WINNING CLYDES**Wallace & MacGregor**

Wallace and MacGregor are young men from England, coming with plenty of money to permit operations on a large scale. Without the slightest experience in farming, they purchased a whole section of land, 35-48-13 west 4th, and went in for live stock. By the importation of thoroughbred Clyde stallions, they have developed a good class of prize-winning Clydes. "We have about 110 cattle and 30 horses just now," said Mr. Wallace, "and we find the cattle very profitable, as we can sell the calves at an average of \$150. There are 140 acres broken, with all but 30 of this to wheat. The 30 acres are green feed and oats." The buildings are very superior, the house being equipped and furnished perfectly. The profits enable them to live luxuriously and grow wealthy at the same time.



Letter from the Honorable Duncan Marshall, Minister of Agriculture, showing the co-operation of the Government of Alberta, with Collier Brothers, especially in the matter of agricultural education to farmers locating in the Viking District.

MINISTER OF AGRICULTURE, ALBERTA

Edmonton, March 22, 1915.

MESSRS. H. B. AND W. H. COLLIER,
Viking, Alberta.

Dear Sirs,—I am very pleased to know that you purpose developing your land in the vicinity of the town of Viking, and I may say that my department will be very pleased to give either you or any farmers that you locate there, any assistance that we reasonably can.

We use the instructors in our Schools of Agriculture during the summer months to visit different localities where farmers wish to have instructions along any line in agriculture given, and we shall be pleased to have one of our men visit your district at the request of yourselves or farmers locating either on your land or other lands there, at any time.

I am, yours very truly,
(Signed) DUNCAN MARSHALL,
Minister of Agriculture.

Come to Viking

We will help you in every way

1. We will assist you in selecting most desirable land.
2. We will help you plan and build a cosy economical home and other buildings, fences, well, etc.
3. You can live with your family in the Government Colonization Apartment House at Viking, free of charge, until your own house is built.
4. We will advise and co-operate with you in the preparation of your land for crop in accordance with the latest scientific methods proven most successful in this district.
5. The Canadian Government and the Alberta Department of Agriculture are spending millions of dollars to assist the farmers. We will help you take fullest advantage of this.

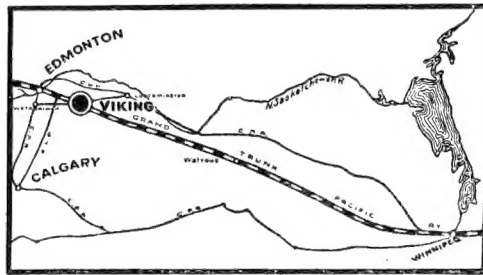
Please answer all questions. Tear off form and send promptly to
COLLIER BROTHERS, VIKING, ALBERTA.

1. What size farm desired?
2. Can you pay cash for land?
3. How much can you pay down?
4. Do you wish time to pay?
5. What is your age?
6. How many in your family?
7. When will you come to see the land?

Remarks:—

Signature

Address



Viking is on the MAIN LINE of the G.T.P. Transcontinental Railway, convenient to big markets of Edmonton, Calgary, Winnipeg, etc. It is 2000 feet above sea level, with a delightful climate ALWAYS. The great fertility of the soil produces remarkable prosperity.



School of Agriculture at Vermilion, near Viking. (Free tuition.)



COLLIER BROTHERS

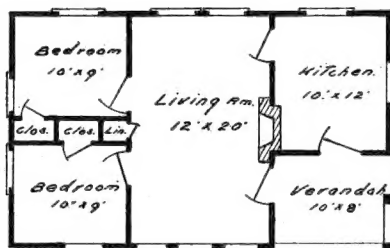
VIKING, ALBERTA, CANADA

COLONIZATION AGENTS

with the co-operation of the Department of Agriculture and the Grand Trunk Pacific Railway



This desirable combination barn is one of the designs available to purchaser of a Collier Ready-Made Farm.



FLOOR PLAN

This house plan is one of several layouts of the interior of the Government Model House (shown on page one) and suggested for Collier Ready-Made Farms.